

# ITC Spring Magazine Co-op Program

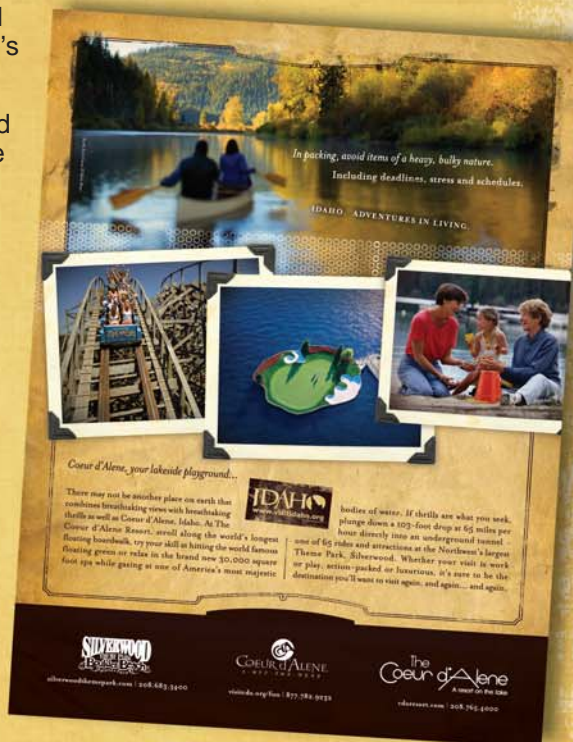
## Build your Business in Tourism

**Who can participate:** Idaho Travel Council grantees, or any private sector member of Idaho's tourism industry.

**How it works:** Magazine co-ops are designed as full page ad units and require 3 partners. One half of the ad is for the ITC message and an image, and the bottom half is for the partner organizations. Depending on the input of interested partners, the ad layout can work one of two ways:

- Each partner receives their own 1/6th page with 20 words of copy, photo, and logo.
- Partners develop single block of copy up to 80 words, with one photo each and their logos.

When all 3 co-op participants are from the same region, the ITC will adapt its half page ad (message & photo) to complement the partners as best as possible. The cost to participate for each partner is based on a 1/6th cost of the total full page ad cost. Co-op magazine selections are those with strong circulation and editorial serving the Northwest. Other magazines can be considered, depending on interest. No more than 2 completed co-ops per magazine are permitted. The ITC will offer matching value to its grantees in the form of design and production services from es/drake. Match value is \$825 per ad.



Magazine	Description	Circulation	Per Partner Cost
WA Journeys	AAA publication	535,000	\$2,310
Via-MT/WY	AAA publication	98,000	\$687
Via-ID/OR	AAA publication	390,000	\$1,747
MNI-Seattle	Family magazines Seattle market only*	49,581	\$2,016
MNI-Portland	Family magazines Portland market only*	35,930	\$1,480
SkyWest Air	In-flight: United/Delta	43,000	\$683
Boise Journal	SW Idaho	14,000	\$458
NW Travel	Pacific NW	50,000	\$430
Alaska Air	In-flight	68,000	\$1,110
Horizon Air	In-flight	35,000	\$821

\*MNI magazines: Family Fun, Parents, Parenting, Nick Jr., Child.

### Questions or more info:

Contact Jeremy Chase or Kristine Andrew at Drake Cooper, 208 342-0925, [jchase@drake-cooper.com](mailto:jchase@drake-cooper.com) or [kandrew@drake-cooper.com](mailto:kandrew@drake-cooper.com).

